

ABSTRACT OF THE DISCLOSURE

A broadcasting system including a broadcasting apparatus and a receiving apparatus. The broadcasting apparatus transmits an interactive content as a data carousel during a scheduled broadcasting time period, starts pre-transmitting the interactive content a predetermined time before the start of the scheduled
5 broadcasting time period, and repeatedly transmits a cache message instructing a receiving apparatus to cache the interactive content into a storage unit while the interactive content is transmitted during the predetermined time period. The receiving apparatus
10 receives and reproduces the interactive content, and caches the interactive content into a storage unit, not reproducing the interactive content, while the interactive content is received before the start of a scheduled broadcasting time period, and reproduces the interactive content during the scheduled
15 broadcasting time period.